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## MARKETING JUMPSTART

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With your team, sketch early prototypes of what an omni-channel marketing campaign could look like. This will help you articulate your value proposition for various channels, touchpoints and audiences, and start imagining what you would share if you only had a certain amount of space or time to communicate your value.

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### DESIGN A BILLBOARD:

### WRITE A GOOGLE TEXT AD:

### DESIGN A FACEBOOK AD:



**WRITE A SCRIPT FOR A 30-SECOND RADIO SPOT, THEN READ IT TO OTHERS:**

**JOT DOWN MAIN IDEAS FOR AN INFOMERCIAL, THEN ACT IT OUT FOR OTHERS:**